

advertising user interface



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1. Introduction

This document is a "*User Manual Guide*" and describes the functionalities supported by the Advertising GUI.

The advertisement functionality consists in displaying advertisements on terminals during the idle time of the terminal. Advertisements consist only in pictures (logos, text image...). The displaying of advertisements is initiated when the terminal is in idle mode and is interrupted in case of card insertion, loading of software, entering a menu, starting a transaction, ...

An advertisement "campaign" can be introduced in the advertisement GUI. An advertising campaign is defined by following elements:

- The set of advertisements (pictures) to be displayed.
 - The resolution of the advertisements to be displayed must be 320x240. If the resolution is different, the picture will be automatically set in the expected resolution.
 - The maximum size of the advertisements to be displayed in a campaign is 50 kB after compression.
 - The format of the image is JPG.
- The sequence of displaying these advertisements
- The duration of displaying each advertisement
- The begin date and the end date of the campaign.
- The advertisement category of the campaign. So, this campaign can only be displayed on terminals that accept this advertisement category.
- A list of addressed terminals

There are 2 types of campaigns

- Internal campaign: this type of campaign is under the control of the merchant. Every merchant can manage his own campaign and can only select terminals belonging to him.
- External campaigns: this type of campaign is under the control of Worldline. It can also be used by an external advertisement company to post its own advertisements, (merchants must sign an agreement with Worldline to accept this). An external campaign will always have a higher priority than an internal campaign and it will overrule the displayed advertisements.

The advertising GUI allows the management of internal advertisement campaigns. The functionalities provided are the following:

- Consult an advertisement campaign
- Create an advertisement campaign
- Update an advertisement campaign
- Suspend an advertisement campaign (temporary)
- Close an advertisement campaign (permanent)

The above functionalities will be described in the remainder of this document.

2. How to login?

After having signed the agreement with Worldline, you will receive your username via e-mail. This mail will also contain a personal link to set your initial password.

The chosen password must:

- Have a length between 10 and 20 characters
- Contain at least 1 uppercase letter, 1 lowercase letter and 1 digit.

After choosing such a password you can login via <https://merchant-extranet.sips-atos.com/portal/home>

1. Login

Enter your username & password. Click the Login button.

The screenshot shows the 'Welcome to Sips Dashboard' login interface. It includes a warning message: 'Warning, your account will be locked after three attempts.' Below this, there are input fields for 'Username' (containing 'superadmin') and 'Password' (masked with dots). A 'Login' button is positioned below the password field. At the bottom, there is a link that reads 'Click here if you forgot your password'.

2. Choose your Access Point & Role (optional)

This is an optional step, in case you have multiple user roles. For advertising, you must select the "VASM-Advertising" role.

Access Point & Role Choice

The screenshot displays the 'Access Point & Role Choice' form. It contains two dropdown menus: 'Access Point:' with the placeholder text '--SelectAccessPoint--' and 'Role:'. Below these fields are two buttons: 'Submit' and 'Cancel'.

3. Go to the tab Advertising

The screenshot shows the Worldline e-payment services interface. At the top right, there is a language selector set to 'English' with an 'OK' button. Below this, a user is logged in as 'A169144' with links to 'Change Password', 'Change E-mail Address', and 'Log Out'. On the left, the 'worldline e-payment services' logo is displayed. A navigation bar contains the 'Advertising' tab, which is highlighted with a red circle, and a 'Help' button. Below the navigation bar, there is a 'Search Campaign' link. The main section is titled 'Search Criteria' and contains a form with the following fields: 'Campaign Name' (text input), 'Campaign Reference' (text input), 'Type' (dropdown menu showing 'INTERNAL'), 'Campaign Activation Date' (calendar icon), 'Campaign Deactivation Date' (calendar icon), 'Status' (dropdown menu showing 'ALL'), and 'Organization Name' (text input). A 'Create Campaign' button is located at the top right of the form. At the bottom of the form, there are 'Reset' and 'Search' buttons.

English OK

Logged in as A169144 > Change Password > Change E-mail Address > Log Out

worldline e-payment services

Advertising Help

> Search Campaign

Search Criteria Create Campaign

Campaign Name:

Campaign Reference:

Type: INTERNAL

Campaign Activation Date:

Campaign Deactivation Date :

Status: ALL

Organization Name:

Reset Search

At the upper part of this screen :

- you can select your language
- you find the link to change your password
- you find the link to change your e-mail address

3. How to consult a campaign?

At the launch of the advertising GUI, the "Search campaign" screen is the first screen you see.

In case you want to see all the campaigns you have created, you can simply push the "Search" button.

In case you want to see a specific campaign, you have to provide one or more of the criteria present in the screen.

- The search result will contain all campaigns matching all of the criteria
- The searching on campaign name and reference is not case sensitive. Specifying only a part of the name can be sufficient. The search result will return all campaigns containing it.
- The organization name is a free text part that can be used during the creation of a campaign

Campaigns 1 - 10 of 21

10 Campaigns per page

Page 1 / 3 OK

Reference	Name	Type	Status	Level	Activation Date	Deactivation Date	ACTIVE Medias	Assigned Terminals
CMP_REF_12617924	Moederdag6	INTERNAL	CLOSED	2	2014-05-09	2014-05-11	3	0
CMP_REF_10465965	A Demo 1	INTERNAL	CLOSED	3	2014-06-13	2014-06-17	2	0
CMP_REF_28595400	Moederdag 6	INTERNAL	CLOSED	2	2014-05-15	2014-05-16	2	0
CMP_REF_48476388	A Dema VAS2	INTERNAL	AWAITING_ACTIVATION	2	2014-09-05	2014-09-30	5	0
CMP_REF_20779211	Triple VAS	INTERNAL	CLOSED	2	2014-06-12	2014-09-04	0	2

The result of the search appears in the grid. By clicking on the reference of the campaign, you can see all details of the campaign.

4. How to create a campaign?

1. Create a campaign

worldline
e-payment services

English

Logged in as **A169144** > Change Password > Change E-mail Address > Log Out

Advertising Help

> Search Campaign

Search Criteria

Create Campaign

Campaign Name:

Campaign Reference:

Type:

Campaign Activation Date:

Campaign Deactivation Date :

Status:

Organization Name:

1. Click on the "Create Campaign" button.

1. Campaign Details ▶ **2. Media for Campaign** ▶ **3. Assign Terminals**

Campaign Details

Fields marked with a "" are mandatory.*

Campaign Name *

Type *

Level *

Campaign Activation Date *

Campaign Deactivation Date :

Organization Details

Organization Name *

Comment:

2. Populate the fields marked with a "*".

- The campaign name is a name of your choice
- The only option for the campaign type is "INTERNAL"

- The priority level can be 2 or 3. A campaign with priority level 2 will overrule a campaign with priority level 3.
- A campaign will be active from 05:00h of the activation date until 23:59h of the deactivation date. Thus, both campaign activation date and campaign deactivation date are included in the period of campaign.
- The organization name is a free text part of your choice.

3. Click the "Create" button. You will see the campaign details.

1. Campaign Details ▶ **2. Media for Campaign** ▶ **3. Assign Terminals**

[Update](#) [Add Media](#) [Assign/Edit Terminal](#)

The campaign "WDB" has been created successfully

My Campaign

WDB - CMP_REF_56076028

Campaign Details

Campaign Name: WDB

Campaign Reference: CMP_REF_56076028

Type: INTERNAL

Level: 2

Campaign Activation Date: 2014-09-08

Campaign Deactivation Date : 2014-09-30

Status: AWAITING_ACTIVATION

Organization Details

Organization Name: WDB

Comment:

2. Add Media

1. Campaign Details ▶ **2. Media for Campaign** ▶ **3. Assign Terminals**

[Update](#) [Add Media](#) [Assign/Edit Terminal](#)

The campaign "WDB" has been created successfully

My Campaign

WDB - CMP_REF_56076028

Campaign Details

Campaign Name: WDB

4. Click the "Add Media" button. You are redirected to the "Create Media" screen.

1. Campaign Details
2. Media for Campaign
3. Assign Terminals

Campaign Details Fields marked with a "*" are mandatory.

Campaign Name: WDB

Campaign Reference: CMP_REF_56076028

Media Details

Media Name *

Media Display Time (seconds) *

Upload Media *

Media Type :

Media Dimension (pixels): 0x0

Size : 0

Colour Depth (bits/pixel): 0


Comment :

5. Populate the fields marked with a "*" .
6. Upload the media into the system.
 - Choose the picture via the "Browse" button and press the "Upload" button afterwards.
 - The resolution of the advertisements to be displayed must be 320x240. (If the resolution is different, the picture will be automatically set in the expected resolution, but this can give undesirable results)
 - The maximum size of the advertisements to be displayed in a campaign is 50 kB after compression.
 - The format of the image is JPG.
 - On uploading the media, the fields like type, dimension, size, color depth are automatically updated.
7. Click the "Create" button. You will see the "Media Details" screen.

1. Campaign Details ▶ 2. Media for Campaign ▶ 3. Assign Terminals

Update Add more Media Assign/Edit Terminal

The media "Worldline Logo" has been created successfully

My Campaign	Media Details
 WDB2 - CMP_REF_69421537  Worldline Logo - MEDIA_REF_71779619	Media Name: Worldline Logo Media Reference: MEDIA_REF_71779619 Media Display Time (seconds): 15 Media Type : image/jpeg Media Dimension (pixels): 320x240 Size : 14 Colour Depth (bits/pixel): 24 Status : ACTIVE Comment :

You can now add more media now in case you want to add multiple images to the campaign.

3. Assign Terminals

1. Campaign Details ▶ 2. Media for Campaign ▶ 3. Assign Terminals

Update Add more Media **Assign/Edit Terminal**

The media "Worldline Logo" has been created successfully

My Campaign	Media Details
 WDB2 - CMP_REF_69421537  Worldline Logo - MEDIA_REF_71779619	Media Name: Worldline Logo Media Reference: MEDIA_REF_71779619

Click the "Assign/Edit Terminal" button. You are redirected to the "Assign Terminals" screen.

3.1. Assign terminals using the pre-loaded list

1. Campaign Details ▶
 2. Media for Campaign ▶
 3. Assign Terminals

Campaign Details

Campaign Name: WDB2
 Campaign Reference: CMP_REF_69421537
 Type: INTERNAL
 Level: 3
 Campaign Activation Date: 2014-09-08
 Campaign Deactivation Date : 2014-09-30
 Status: AWAITING_ACTIVATION

Assign Terminal

Upload Terminal List: Browse... Upload

Select Criteria on Available Terminal List

Based On: Zip Code ▼ Value
Filter Reset

Available Terminals

<input type="checkbox"/>	Terminal ID	Ship To	Address	Zip Code	MCC	Contract Status
<input type="checkbox"/>	01527112	ATOS WORLDLINE SA	Haachtsesteenweg, 1442;1130;BRUSSEL;	1130	6533	ACTIVE
<input type="checkbox"/>	01546672	ATOS WORLDLINE SA	Haachtsesteenweg, 1442;1130;BRUSSEL;	1130	6533	ACTIVE
<input type="checkbox"/>	01547486	ATOS WORLDLINE SA	Haachtsesteenweg, 1442;1130;BRUSSEL;	1130	7372	ACTIVE
<input type="checkbox"/>	01547487	ATOS WORLDLINE SA	Haachtsesteenweg, 1442;1130;BRUSSEL;	1130	7372	ACTIVE
<input type="checkbox"/>	01555470	ATOS WORLDLINE SA	Haachtsesteenweg 1442;1130;BRUSSEL;	1130	6533	ACTIVE

▼ ▲

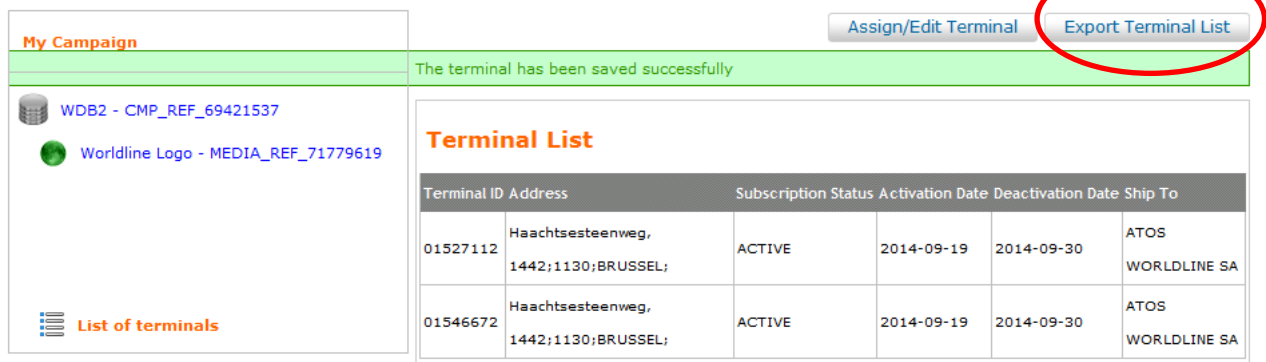
Assigned Terminals

<input type="checkbox"/>	Terminal ID	Ship To	Address	Subscription Status	Activation Date	Deactivation Date
<input type="checkbox"/>	01641630	ATOS WORLDLINE SA	Chaussée de Charleroi 245;1060;BRUSSEL;	AWAITING_ACTIVATION	<input type="text"/>	<input type="text"/>

Cancel
Save

8. Select the terminals (on which the advertisements should be displayed) from the terminal list, using the checkbox on the left.
9. Use the green arrow to assign these terminals to the campaign and indicate activation and deactivation dates, which are first day and last day for terminal activity.
10. Push the "Save" button.

Obviously, you can only assign your own terminals to the campaign.



My Campaign

The terminal has been saved successfully

WDB2 - CMP_REF_69421537

Worldline Logo - MEDIA_REF_71779619

Terminal List

Terminal ID	Address	Subscription Status	Activation Date	Deactivation Date	Ship To
01527112	Haachtsesteenweg, 1442;1130;BRUSSEL;	ACTIVE	2014-09-19	2014-09-30	ATOS WORLDLINE SA
01546672	Haachtsesteenweg, 1442;1130;BRUSSEL;	ACTIVE	2014-09-19	2014-09-30	ATOS WORLDLINE SA

List of terminals

Assign/Edit Terminal Export Terminal List

After having pushed the “Save” button, you will be redirected to the screen with the terminal list.

Using the “Export Terminal List” button you can save this terminal list to a .csv file. The format of this file is described at the end of this document.

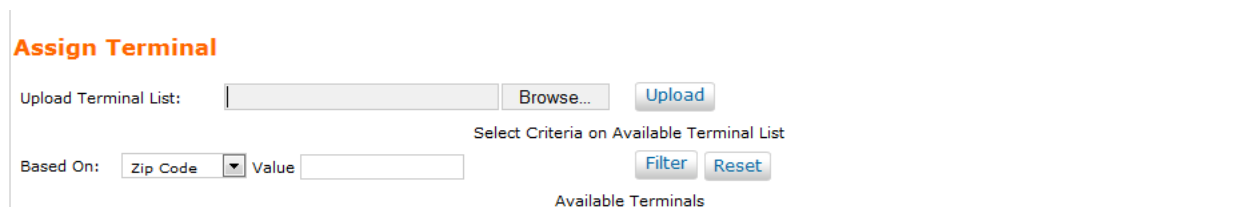
You can use this file later to import this terminal list for a future campaign. The next paragraph describes how to do this.

3.2. Assign terminals by uploading your own list of terminals

In case the list of terminals under your control is very long, it could be difficult to select your terminals as described above.

You can also upload your own terminal list using a predefined file with the extension .csv. You choose first the file in your directory and then upload it via the “Upload” button. In case of the list of terminals under your control is very long, you can use a filter to reduce the list. This filter is based on the Zip Code, the Terminal ID, the Ship To or the Address.

The terminals in the list will appear in the available terminals grid and you can assign them to the campaign.



Assign Terminal

Upload Terminal List: Browse... Upload

Select Criteria on Available Terminal List

Based On: Zip Code Value Filter Reset

Available Terminals

The file format of the terminal list to upload is described in the appendix of this document.

5. How to modify a campaign?

1. Search the campaign

See higher.

2. Modify the campaign

2.1. Modify the campaign details

My Campaign

- WDB - CMP_REF_56076028
- Worldline - MEDIA_REF_44187305

General Information

Campaign Details

Campaign Name:	WDB
Campaign Reference:	CMP_REF_56076028
Type:	INTERNAL
Level:	2
Campaign Activation Date:	2014-09-08
Campaign Deactivation Date :	2014-09-30
Status:	AWAITING_ACTIVATION

Organization Details

Organization Name:	WDB
Comment:	



Buttons: Update, Add Media, Assign/Edit Terminal, Cancel

1. Go to the campaign level (in the left)
2. Select the tab "General Information"
3. Push the "Update" button to modify the parameters of a campaign.

[> Search Campaign](#) [> Campaign Consultation](#) [> Update Campaign](#)

Campaign Details

Fields marked with a "" are mandatory.*

Campaign Name: WDB
Campaign Reference: CMP_REF_56076028
Type: INTERNAL
Merchant Reference: B292725
Level *: 2 ▼
Campaign Activation Date *: 2014-09-08 
Campaign Deactivation Date *: 2014-09-30 
Status: AWAITING_ACTIVATION

Organization Details

Organization Name: WDB
Comment:

4. You can modify the
1. Priority level
 2. Activation Date
 3. Deactivation Date

2.2. Modify the media in a campaign

My Campaign

WDB - CMP_REF_56076028

Worldline - MEDIA_REF_44467305

Media Details

Media Name: Worldline

Media Reference: MEDIA_REF_44467305

Media Display Time (seconds): 15

Media Type : image/jpeg

Media Dimension (pixels): 320x240

Size : 14

Colour Depth (bits/pixel): 24

Status : ACTIVE

Comment :

Update

1. Go to the media level (in the left)
2. Select the tab "General Information"
3. Push the "Update" button to modify the parameters of the media.

Search Campaign > Campaign Consultation > Update Media

Campaign Details

Campaign Name: WDB

Campaign Reference: CMP_REF_56076028

Media Details

Media Name: Worldline

Media Reference: MEDIA_REF_44467305

Media Display Time (seconds) *

Upload Media:

Media Type : image/jpeg

Media Dimension (pixels): 320x240

Size : 14

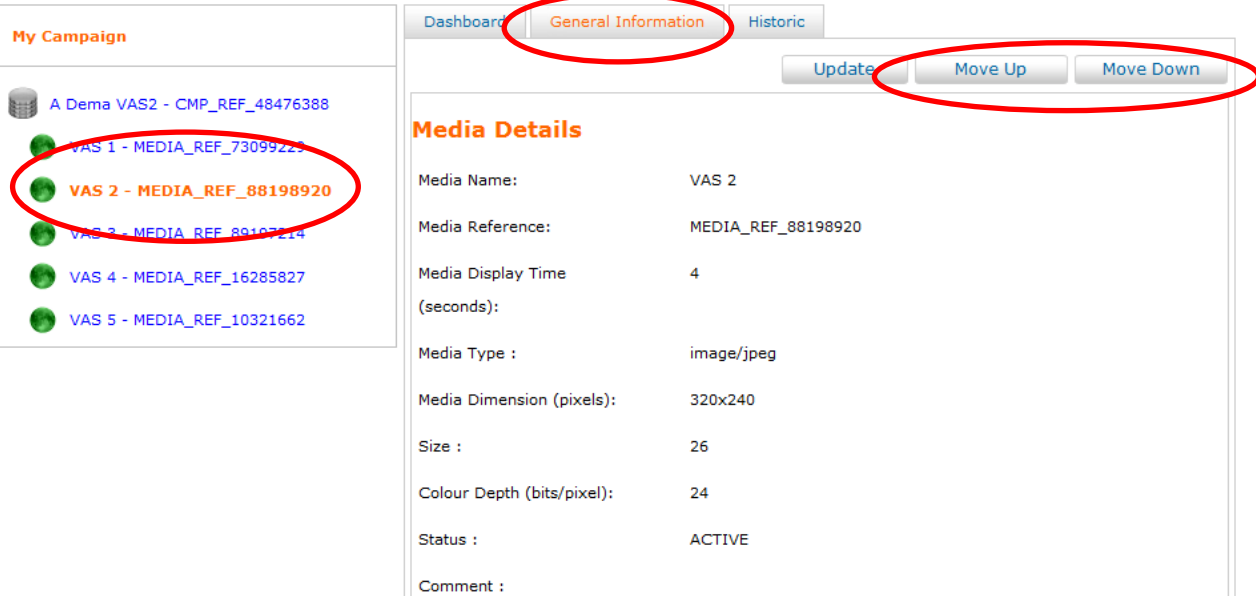
Colour Depth (bits/pixel): 24

Status : ACTIVE

Fields marked with a "" are mandatory.*

4. You can modify the
 4. Display time
 5. Media file in use

2.3. Modify the sequence of the media in a campaign



The screenshot displays the Worldline e-payment services interface. On the left, under 'My Campaign', a list of media items is shown. The second item, 'VAS 2 - MEDIA_REF_88198920', is highlighted with a red circle. On the right, the 'Media Details' section is visible, with the 'General Information' tab selected. The 'Move Up' and 'Move Down' buttons are also highlighted with red circles.

My Campaign

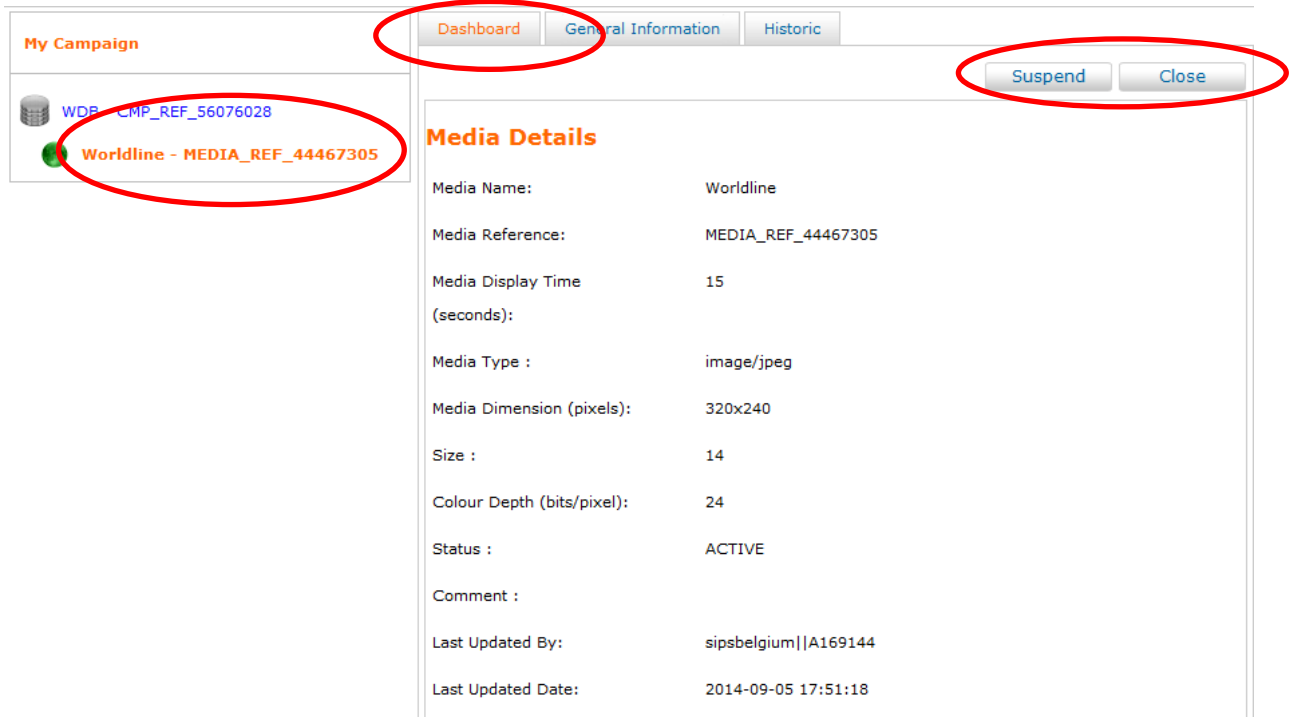
- A Dema VAS2 - CMP_REF_48476388
- VAS 1 - MEDIA_REF_73099223
- VAS 2 - MEDIA_REF_88198920**
- VAS 3 - MEDIA_REF_88107214
- VAS 4 - MEDIA_REF_16285827
- VAS 5 - MEDIA_REF_10321662

Media Details

Media Name:	VAS 2
Media Reference:	MEDIA_REF_88198920
Media Display Time (seconds):	4
Media Type :	image/jpeg
Media Dimension (pixels):	320x240
Size :	26
Colour Depth (bits/pixel):	24
Status :	ACTIVE
Comment :	

1. Go to the media level (in the left)
2. Select the tab "General Information"
3. Use the "Move Up" and "Move Down" buttons to change the sequence of display.

2.4. Suspend or close the media in a campaign



The screenshot shows the 'My Campaign' interface. On the left, under 'My Campaign', there is a list of media entries. One entry is highlighted with a red circle: 'Worldline - MEDIA_REF_44467305'. Above this list, there are three tabs: 'Dashboard', 'General Information', and 'Historic'. The 'Dashboard' tab is selected and highlighted with a red circle. In the top right corner, there are two buttons: 'Suspend' and 'Close', both highlighted with red circles. The main area displays the 'Media Details' for the selected media entry.

Media Details	
Media Name:	Worldline
Media Reference:	MEDIA_REF_44467305
Media Display Time (seconds):	15
Media Type :	image/jpeg
Media Dimension (pixels):	320x240
Size :	14
Colour Depth (bits/pixel):	24
Status :	ACTIVE
Comment :	
Last Updated By:	sipsbelgium A169144
Last Updated Date:	2014-09-05 17:51:18

1. Go to the media level (in the left)
2. Select the tab "Dashboard"
3. Push the "Suspend" button to temporarily take the picture out of the campaign or the "Close" button to permanently take the picture out of the campaign.

2.5. Modify the assigned terminals in a campaign

My Campaign

WDB - CMP_REF_56076028
Worldline - MEDIA_REF_44497305

Dashboard General Information Historic

Update Add Media Assign/Edit Terminal

Campaign Details

Campaign Name: WDB
 Campaign Reference: CMP_REF_56076028
 Type: INTERNAL
 Level: 2
 Campaign Activation Date: 2014-09-08
 Campaign Deactivation Date: 2014-09-30
 Status: AWAITING_ACTIVATION



Organization Details

Organization Name: WDB
 Comment:

Cancel

1. Go to the campaign level (in the left)
2. Select the tab "General Information"
3. Push the "Assign/Edit Terminals" button.

<input type="checkbox"/>	Terminal ID	Ship To	Address	Zip Code	MCC	Contract Status
<input type="checkbox"/>	01527112	ATOS WORLDLINE SA	Haachtsesteenweg, 1442;1130;BRUSSEL;	1130	6533	ACTIVE
<input type="checkbox"/>	01546672	ATOS WORLDLINE SA	Haachtsesteenweg, 1442;1130;BRUSSEL;	1130	6533	ACTIVE
<input type="checkbox"/>	01547486	ATOS WORLDLINE SA	Haachtsesteenweg, 1442;1130;BRUSSEL;	1130	7372	ACTIVE
<input type="checkbox"/>	01547487	ATOS WORLDLINE SA	Haachtsesteenweg, 1442;1130;BRUSSEL;	1130	7372	ACTIVE
<input type="checkbox"/>	01555470	ATOS WORLDLINE SA	Haachtsesteenweg 1442;1130;BRUSSEL;	1130	6533	ACTIVE



Assigned Terminals

<input type="checkbox"/>	Terminal ID	Ship To	Address	Subscription Status	Activation Date	Deactivation Date
<input type="checkbox"/>	01641630	ATOS WORLDLINE SA	Chaussée de Charleroi 245;1060;BRUSSEL;	AWAITING_ACTIVATION	<input type="text"/>	<input type="text"/>

4. Use the green arrow to add terminals or the red arrow to remove terminals from the assigned terminal list
5. Push the "Save" button. (Even in case you only removed terminals with the red arrow, it is necessary to push the "Save" button afterwards in order to register these modifications.)

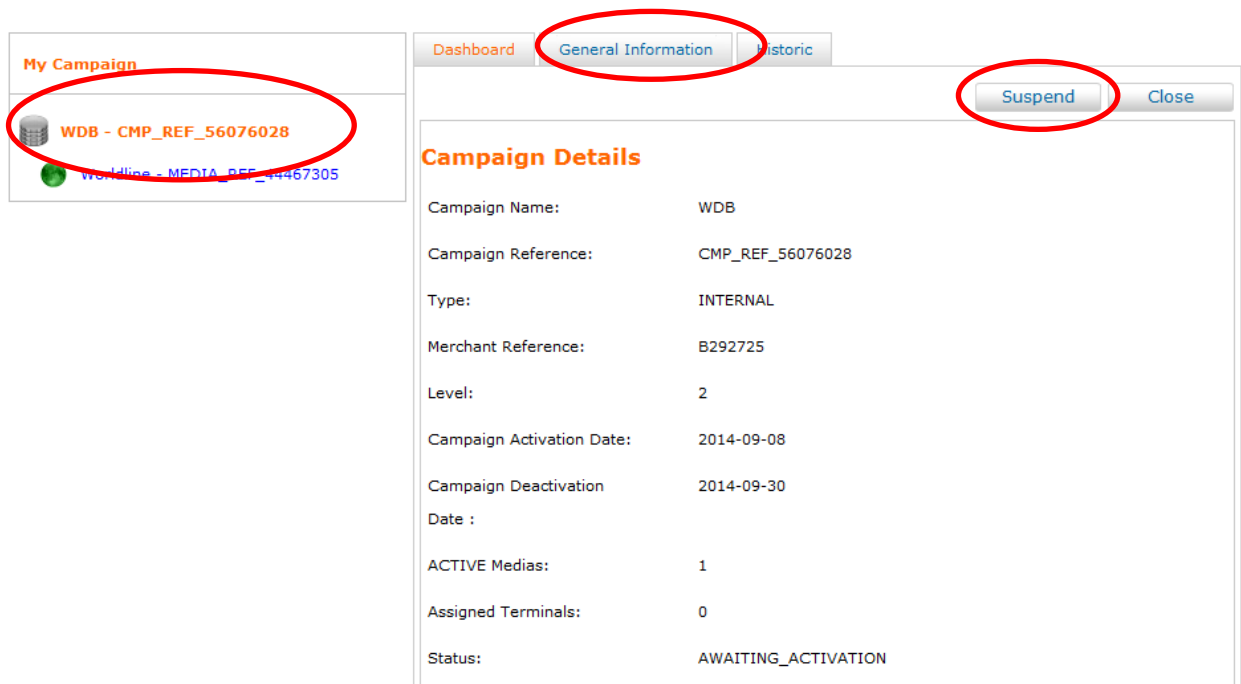
Obviously, you can only assign your own terminals to the campaign.

6. How to suspend a campaign?

1. Search the campaign

See above

2. Suspend a campaign



The screenshot displays the Worldline e-payment services interface. On the left, under 'My Campaign', a campaign entry 'WDB - CMP_REF_56076028' is highlighted with a red circle. The main area shows the 'Campaign Details' for this campaign, with the 'General Information' tab selected (also circled in red). The 'Suspend' button in the top right corner is also circled in red. The campaign details are as follows:

Campaign Name:	WDB
Campaign Reference:	CMP_REF_56076028
Type:	INTERNAL
Merchant Reference:	B292725
Level:	2
Campaign Activation Date:	2014-09-08
Campaign Deactivation Date :	2014-09-30
ACTIVE Medias:	1
Assigned Terminals:	0
Status:	AWAITING_ACTIVATION

1. Go to the campaign level (in the left)
2. Select the tab "General Information"
3. Push the "Suspend" button

A campaign which has a 'Suspended' status can be activated again by means of the "Activate" button, which appears instead of the "Suspend" button after suspension.

7. How to close a campaign?

1. Search the campaign

See above

2. Close a campaign

To close a campaign, there are two methods:

- Update the deactivation date of the campaign, via the 'Update Campaign' screen.
- Use the Close button in 'Campaign Detail' screen

The screenshot displays the 'My Campaign' section on the left and the 'Campaign Details' section on the right. In the 'My Campaign' list, the campaign 'WDB - CMP_REF_56076028' is highlighted with a red circle. The 'Campaign Details' screen shows the 'General Information' tab selected, also circled in red. At the top right of the details screen, the 'Suspend' and 'Close' buttons are visible, with the 'Close' button circled in red.

Campaign Name:	WDB
Campaign Reference:	CMP_REF_56076028
Type:	INTERNAL
Merchant Reference:	B292725
Level:	2
Campaign Activation Date:	2014-09-08
Campaign Deactivation Date :	2014-09-30
ACTIVE Medias:	1
Assigned Terminals:	0
Status:	AWAITING_ACTIVATION

1. Go to the campaign level (in the left)
2. Select the tab "General Information"
3. Push the "Close" button

A campaign which has a 'Closed' status cannot be reactivated afterwards.

8. Appendix: Layout of the terminal file to upload

The predefined terminal file must be a .CSV file.

The layout of the predefined file is

- A first line equal to 'Terminal ID;Activation Date;Deactivation Date'
- other lines with 3 fields separated by ';'
 - the terminal id
 - the activation date of the campaign on the terminal
 - format YYYY-MM-DD
 - the deactivation date of the campaign on the terminal
 - format is YYYY-MM-DD

Example:

Terminal ID;Activation Date;Deactivation Date

97979771;2014-03-01;2014-03-10

97979772;2014-03-11;2014-03-20

97979773;2014-03-21;2014-03-21